

Thursday, April 05, 2007

Dear Sir or Ma'am,

I used to think of Sirius and XM as the only two competitors in the Satellite Radio industry, but lately, I have been considering all the alternatives there really are.

Of course each of the different types of alternatives in the audio entertainment industry offers different advantages and disadvantages, but they do all compete for the time I spend listening to audio entertainment. Terrestrial radio is free, available almost everywhere, and local, but chock full of commercials; CDs, MP3 players, and other forms of prerecorded entertainment are commercial-free, but have to be purchased, and managed, and don't serve well as a method of new music discovery; Internet radio is available almost everywhere (including cell phones and other portable WI-FI enabled devices), offers a wide variety of choices, but often suffers from poor sound quality and dropouts (this is mainly because more resources need to be committed by the web-casters and will probably improve with time); Satellite radio is available everywhere, offers a wide variety of entertainment including commercial-free music, serves well as a way to discover new music, but requires a paid subscription.

I personally prefer satellite radio because of the wide variety of content available and the fact that I cannot tolerate commercials, but if the price were to go too high, I would definitely stop my subscriptions and start spending more time listening to terrestrial radio, internet radio, and investing in MP3s and CDs.

The fact that the NAB is fighting this merger from every angle they can think of convinces me even more that they are only looking after their own interests (their charter), and don't really care about the poor consumer other than having their business for themselves because it helps their bottom line through more advertising dollars.

I think the consumer will definitely benefit from this merger, because it will force the big terrestrial radio companies to reduce the number of commercials they air and to offer better content (to be more competitive), or they will end up losing many more of their customers to other forms of audio entertainment.

I think you can see that that the bottom line is: terrestrial radio doesn't want the competition of satellite radio and will continue to do everything they can to hurt the satellite radio industry.

Thank you for your time.

Very respectfully,

Samuel L Gray  
7826 Palm St  
Lemon Grove, CA 91945  
samgray1@hotmail.com